

Soldier Hollow Olympic Committee Holds Meeting 5-10-00

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\$400,000 More For Soldier Hollow

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BY DAVE ANDERTON 5-10-00
Wave Editor

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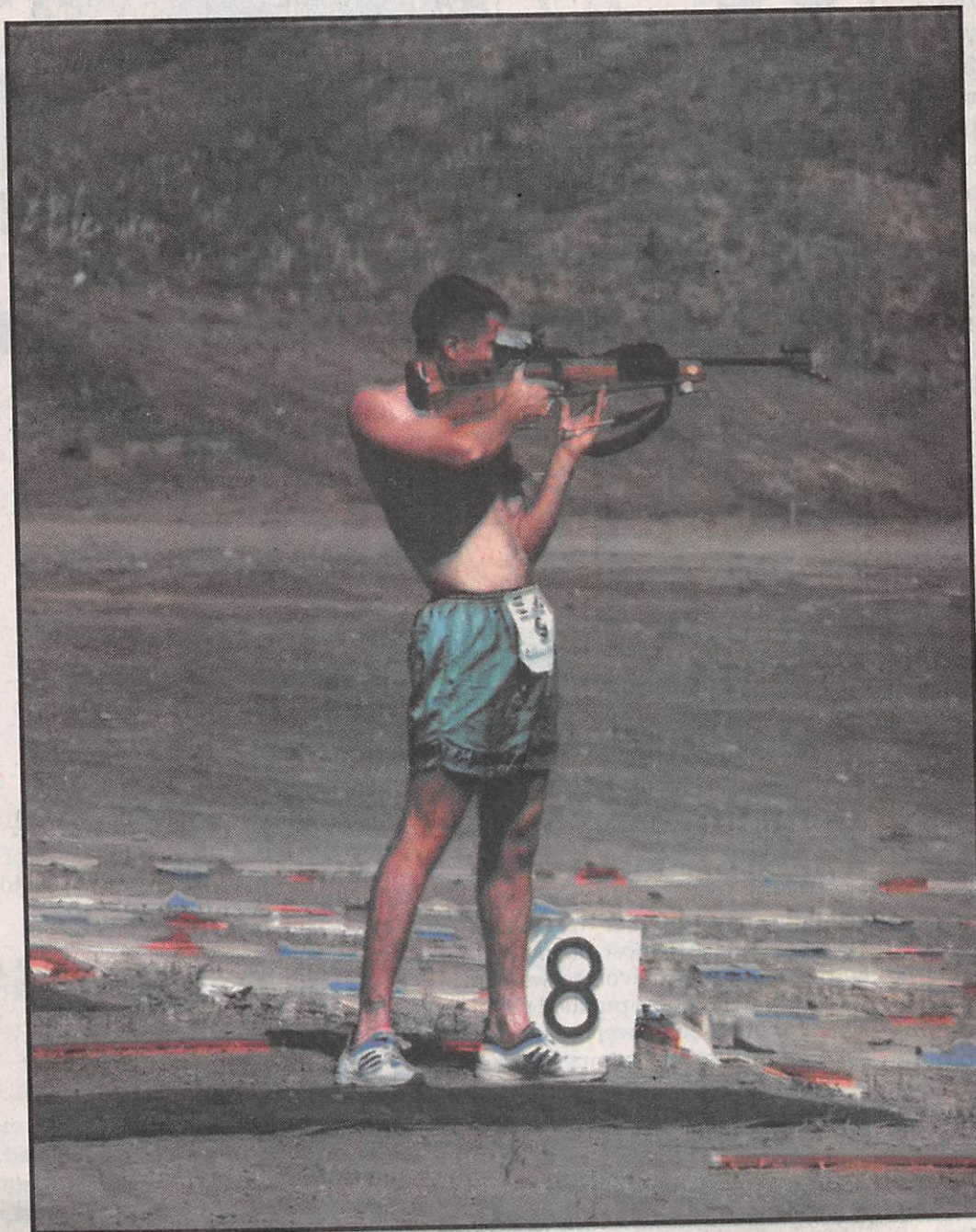
"Next year will be harder than the Olympic year," he predicted. "We have to do this ourselves, no Olympic budget, transportation or security."

In addition to SLOC's reallocation of funds, a new day lodge will undergo construction this summer. The Utah Legislature appropriated \$700,000 for the new structure. SLOC will add \$200,000 to the state's grant. Dave Morrow, assistant director of Utah State Parks, said he hopes the 6,200 square-foot centerpiece will be finished by Jan. 1, 2001, before next year's World Cup events.

"I don't know of a site that has had this kind of start this early," said Howard Peterson, Soldier Hollow Legacy Chairman.

6-21-00

Summer Biathlon At Soldier Hollow



Wave photo by Courtney Gressmen
Dan Westover, a member of the U.S. Biathlon Team, takes his best shot at Saturday's summer biathlon competition held at Soldier Hollow. Approximately 40 novice and elite athletes competed in the five-kilometer event. See page B1 for story and B3 for photo essay.

Olympics Private Housing Rentals Get Mixed Reviews

Suzanne Bates, *Courier Staff*

3-22-00

Do you want to try to make money during the Olympics by renting out your home? If you do, be careful.

That's the word from local Olympic organizers and from those who watched the Atlanta Olympic games unfold in 1996.

"Private housing was not a winter in Atlanta, it was a loser," said Spurgeon Richardson, President of the Atlanta Convention and Visitor's Bureau, at a conference held in 1997 for the Salt Lake hospitality industry.

According to Robyn Pearson, Economic Director for the Heber Valley Chamber of Commerce, of the six big property managers who rented private homes during the Atlanta Olympics, only one was successful. The successful one was the company that linked up with the Atlanta Olympic Committee.

The Salt Lake Olympic Committee is close to signing a deal with Coldwell Banker to be the official property management company for the 2002 Olympics, according to Karen Blumenthal of the Heber City office. This arrangement has not yet been officially announced, but a letter of intent was signed between SLOC and Coldwell Banker to form a partnership.

This will put Coldwell Banker at a great advantage over other property management firms, as well as over local entrepreneurs who are trying to organize property management businesses specifically for the winter games.

In an interview with the Courier, Wasatch County Olympic Coordinator Bob Mathis said that private homeowners need to ask themselves two things when they are thinking about renting out their homes. First, they need to make sure that they can legally rent their homes according to zoning and business regulations. Second, homeowners must determine if it will be safe for them to rent their homes.

Private property management firms and private homeowners cannot use the word "Olympic" when advertising their homes for the games since it is licensed property.

Caroline Hogwood, a Midway resident, coordinated private home rentals during the recent NCAA tournament at Soldier Hollow. She said it was a very successful event, and that private homeowners were pleased with the results.

She stressed that it is important to be very informed before renting out a private home. She is working with the local Olympic organizing committee to put together a guidebook for residents who would like to rent out their private homes during the Olympics.

Everyone who speaks about housing and the Olympics stresses that 'price gauging' is not the way to go. David Kenney, President of the Atlanta Hotel Council, said that anyone who tried to gauge in Atlanta failed to attract visitors.

In Atlanta occupancy rates during the Olympics were not as high as everyone there expected them to be. At the last Winter Olympic Games in Albertville,

France only 40 percent of the area's hotel rooms were full.

Many of the hotels and resorts in Wasatch County have already signed agreements for a portion of their rooms with SLOC. According to the Atlanta watchers, this is the best way to increase occupancy.

Rusty Martin, a housing coordinator for SLOC, met with local city and county officials to discuss SLOC's housing needs on Friday, March 17. He was trying to find another 600 "pillows" in Wasatch County for SLOC volunteers. SLOC does not make agreements with private homeowners.

Local residents were concerned about rumors that SLOC wanted to bring a contractor in to build an RV park, that could become a permanent part of the county. These plans met with local resistance.

Tom Bonner, Wasatch County Parks and Recreation Director, suggested that the parking lot at the county fairgrounds can be turned into an RV lot temporarily for the games. The hookups that would need to be built could then be used later for groups who are visiting the county.

Martin seemed to think that this would be a good compromise, but details of the agreement still need to be worked out. SLOC is responsible for finding 20,000 rooms for the games. This includes rooms for athletes, sponsors, and members of the media. **W**

Wasatch Residents To SLOC: No Park And Walk!

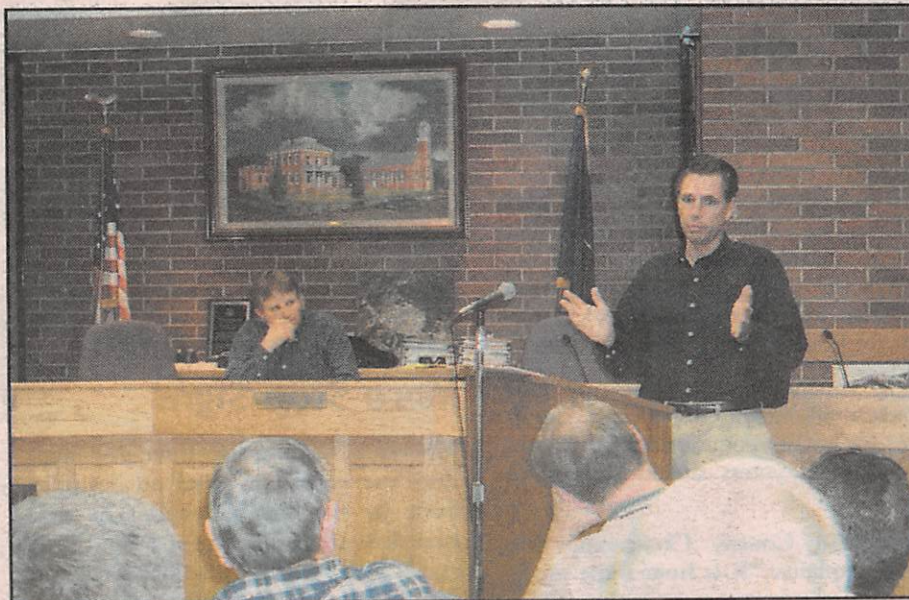
Suzanne Bates, *Courier Staff*

The Salt Lake Organizing Committee sent Transportation Representative Fraser Bullock to Wasatch County of Friday, March 17, to diffuse growing local anger about SLOC's intentions in the county. Residents and elected officials heard rumors that SLOC was considering building parking facilities at the Soldier Hollow venue instead of busing spectators into the site. Commissioner Mike Kohler organized Friday's meeting so that these issues could be addressed.

Talk of building a lot at Soldier Hollow immediately raised concerns among local residents because of the poor condition of the roads leading to Soldier Hollow, the possibility for traffic congestion, and because they didn't want to see the land around the venue destroyed by incoming vehicles.

Robyn Pearson, Economic Director of the Heber Valley Chamber of Commerce, said that Wasatch County "will receive more impact than any other venue area."

"I don't think it's fair," he said at the meeting, "that SLOC balance its budg-



SLOC Representative Fraser Bullock feels the heat at a meeting held to discuss Olympic transportation issues.

et on the shoulders of venue communities."

Bullock asked to hear opinions from those in the room. He was then inundated with opposition to the idea of

building a parking lot at Soldier Hollow. After listening to concerns and complaints he said that SLOC would not run over the desires of the community.

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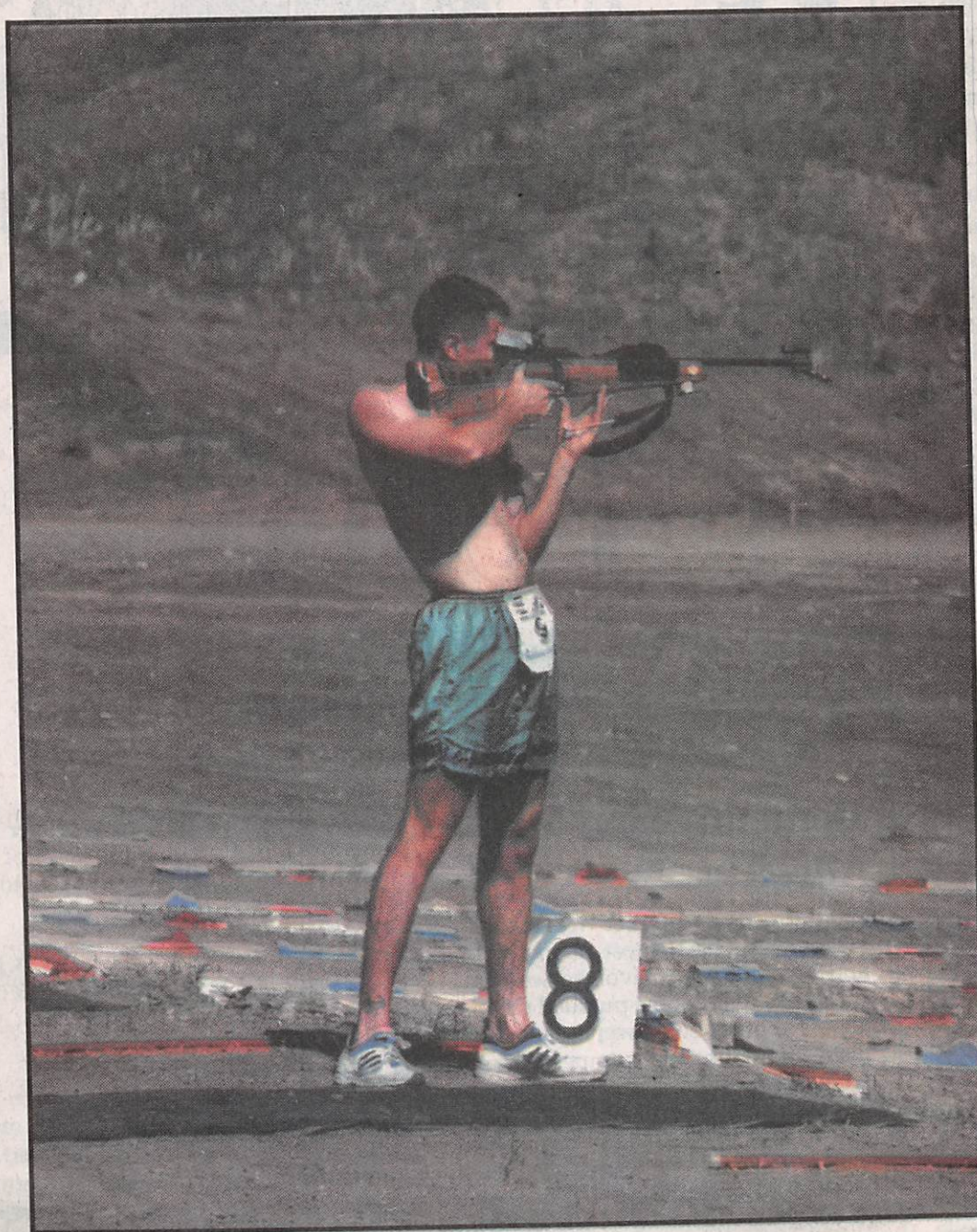
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